TECHNICAL ASSISTANCE: FOUNDATIONS OF PROPOSAL WRITING

Facilitated by:
Michelle Loosli, Director
Margaret Korto, Senior Program Analyst
U.S. Department of Health and Human Services
Office of Minority Health Resource Center
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OFFICE OF MINORITY HEALTH RESOURCE CENTER

Dedicated to improving the health of racial and ethnic minority populations

The Office of Minority Health Resource Center is a one-stop portal for minority health literature, research and referrals for consumers, community organizations and health professionals. As the nation's largest repository of information on health issues specific to African Americans, American Indians and Alaska Natives, Asian Americans, Hispanics, Native Hawaiians and Pacific Islanders, the Resource Center offers a variety of information resources, from access to online document collections to database searches to customized responses to requests for information and assistance.

- Information Services
- Communications and Campaigns
- Knowledge Center
- Technical Assistance

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TRAINING OBJECTIVES

- Identify key steps to apply for federal grants
- Review the critical elements of proposals and grants
- Discuss strategies related to federal competitions

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COMMON ACRONYMS

Acronym	Full Spelling	Acronym	Full Spelling
FOA	Funding Opportunity Announcement	EIN	Employer Identification Number
RFA	Request for Application	TIN	Taxpayer Identification Number
RFQ	Request for Quotation	DUNS	Dun and Bradstreet (D&B) Data Universal Number System
RFP	Request for Proposal	SAM	System for Award Management
LOI	Letter of Intent	NAICS	North American Industry Classification System
CBO	Community Based Organization	AOR	Authorized Organizational Representative
FBO	Faith Based Organization	E-Biz POC	E-Biz Point of Contact
MOU	Memorandum of Understanding	FTE	Full-Time Equivalent

TYPES OF FEDERAL FUNDING

- Grants are given to organizations for stated purposes or activities to be carried out without substantial sponsor involvement.

- Cooperative agreements provide assistance and establish relationships between organizations and the sponsors, in which both parties pursue stated purposes or activities. Substantial sponsor involvement is expected.

- Contracts are purchase arrangements where a government agency "buys" goods or services from an organization or an individual to fulfill the agency's responsibilities.

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Part One

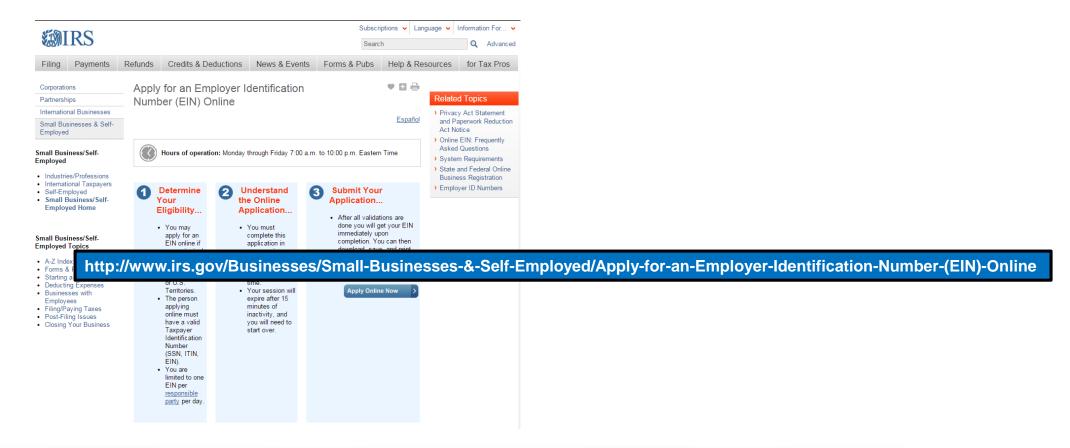# THE FEDERAL CONTRACTING SYSTEM

APPLYING FOR FEDERAL AWARDS

Basic numbers or registrations your organization needs to have prior to applying for a federal award:

- EIN/TIN
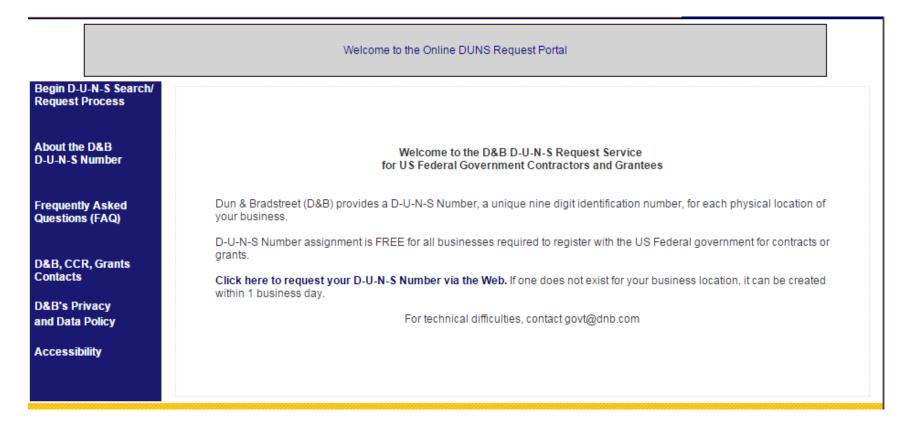- D-U-N-S Number
- SAM.gov
- grants.gov

EIN/TIN

Used for federal tax reports/obtained from IRS

http://www.irs.gov/Businesses/Small-Businesses-&-Self-Employed/Apply-for-an-Employer-Identification-Number-(EIN)-Online

D-U-N-S NUMBER

http://fedgov.dnb.com/webform

REGISTER AT SAM.GOV

Organizations must:

- Register in the System for Award Management: www.sam.gov

- Allow 5 business days for the registration to be processed

- Designate various Points of Contact

After receiving your registration you'll need to wait one day before you can go on grants.gov.
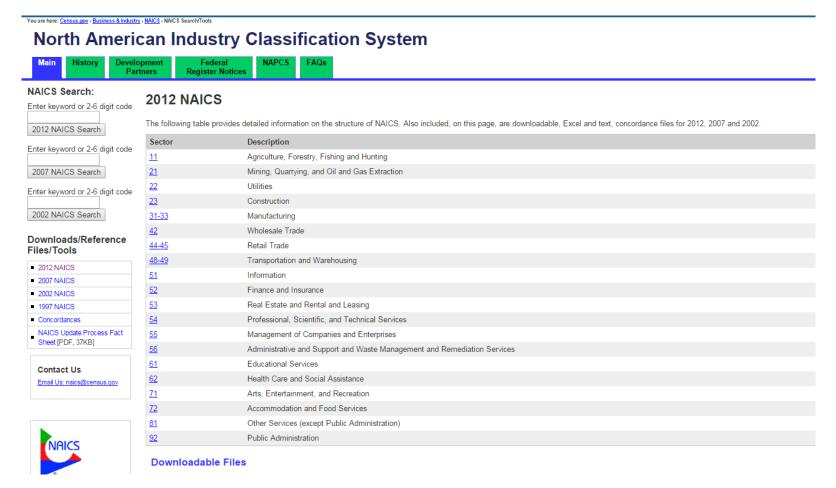
HELPFUL VIDEOS FOR SAM.GOV

https://www.youtube.com/watch?v=9VPGVYPvch4

https://www.youtube.com/watch?v=IuFGM9H0gPI

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NAICS
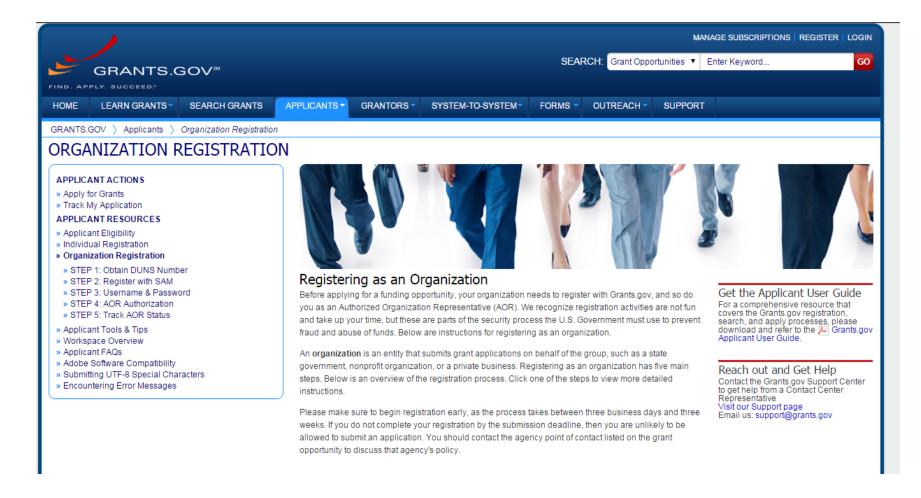

https://www.census.gov/cgi-bin/sssd/naics/naicsrch?chart=2012

NAICS

62	Health Care and Social Assistance				
	624	Social Assistance			
		6241	Individual and Family Services		
			62411	Child and Youth Services	
				624110	*Child and Youth Services*
			62412	Services for the Elderly and Persons with Disabilities	
				624120	*Services for the Elderly and Persons with Disabilities*
			62419	Other Individual and Family Services	
				624190	*Other Individual and Family Services*
		6242	Community Food and Housing, and Emergency and Other Relief Services		
			62421	Community Food Services	
				624210	*Community Food Services*
			62422	Community Housing Services	
				62422	*Community Housing Services*

https://www.census.gov/cgi-bin/sssd/naics/naicsrch?chart=2012
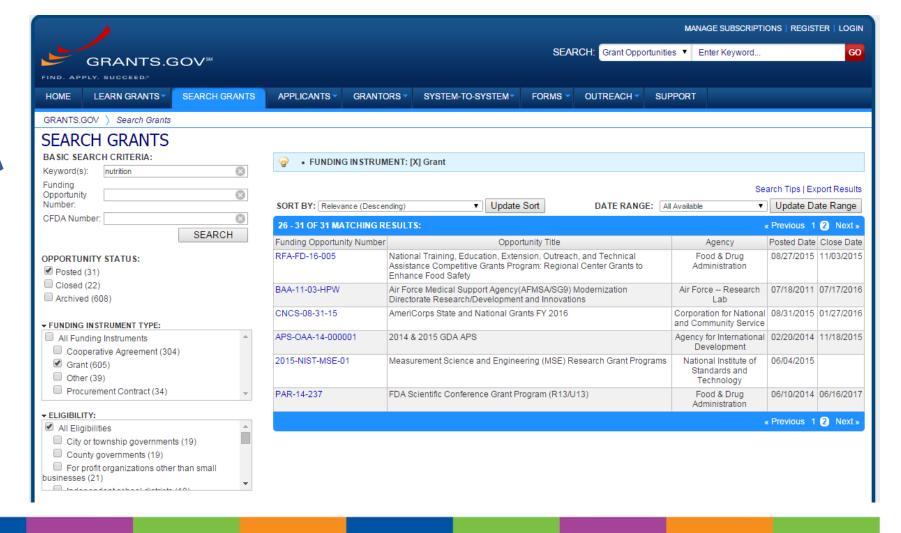
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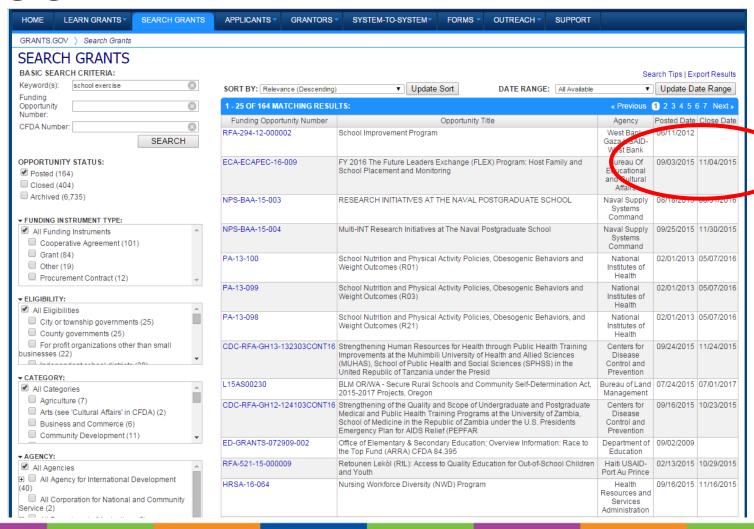
REGISTER AT GRANTS.GOV

SEARCH GRANTS.GOV

GRANTS.GOV

GRANTS.GOV - FURTHER INSTRUCTIONS

SYNOPSIS DETAILS | VERSION HISTORY | RELATED DOCUMENTS | APPLICATION PACKAGE

Print Synopsis Details

The synopsis for this grant opportunity is detailed below, following this paragraph. This synopsis contains all of the updates to this document that have been posted as of **9/17/2015**. If updates have been made to the opportunity synopsis, update information is provided below the synopsis.

If you would like to receive notifications of changes to the grant opportunity click send me change notification emails. The only thing you need to provide for this service is your email address. No other information is requested.

Any inconsistency between the original printed document and the disk or electronic document shall be resolved by giving precedence to the printed document.

General Information

Document Type:	Grants Notice
Funding Opportunity Number:	FR-5900-N-25
Funding Opportunity Title:	Continuum of Care NOFA
Opportunity Category:	Discretionary
Funding Instrument Type:	Grant
Category of Funding Activity:	Housing
Category Explanation:	
Expected Number of Awards:	
CFDA Number(s):	14.267 -- Continuum of Care Program
Cost Sharing or Matching Requirement:	No

Posted Date:	Sep 17, 2015
Creation Date:	Sep 17, 2015
Original Closing Date for Applications:	Nov 20, 2015 The due date of final HUD approval for FY 2015 GIW changes is September 28, 20152015 by 5:00 p.m., local time of the applicant. Collaborative Applicants will be required to attach the final HUD-approved FY 2015 GIW that contains the final FY 2015 ARD to the CoC Priority Listing. HUD will not consider any changes that would increase a CoCs ARD to the FY 2015 GIW following the 10-day grace period. However, if any ineligible projects are included on the CoC's GIW, HUD will remove the ineligible projects from the GIW which will result in the CoC's ARD being reduced by the amount of the ineligible project.

), 2015 The due date of final HUD approval for
I5 GIW changes is September 28, 20152015 by
m., local time of the applicant. Collaborative
ints will be required to attach the final HUD-
ed FY 2015 GIW that contains the final FY 2015
) the CoC Priority Listing. HUD will not consider
anges that would increase a CoCs ARD to the
I5 GIW following the 10-day grace period.
ir, if any ineligible projects are included on the
GIW, HUD will remove the ineligible projects

Additional Information

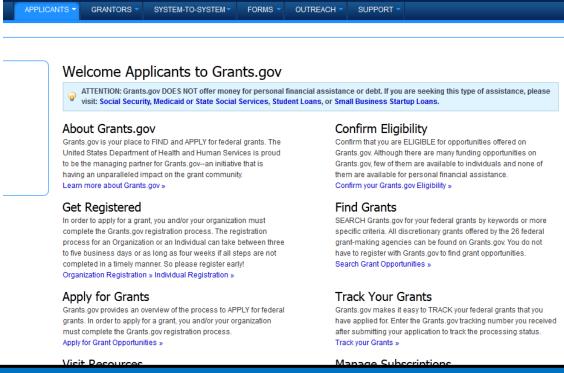|	
Agency Name:	Department of Housing and Urban Development
Description:	The CoC Program (24 CFR part 578) is designed to promote a community-wide commitment to the goal of ending homelessness; to provide funding for efforts by nonprofit providers, States, and local governments to quickly re-house homeless individuals, families, persons fleeing domestic violence, and youth while minimizing the trauma and dislocation caused by homelessness; to promote access to and effective utilization of mainstream programs by homeless; and to optimize self-sufficiency among those experiencing homelessness.
Link to Additional Information:	HUD Exchange
Contact Information:	If you have difficulty accessing the full announcement electronically, please contact: Questions regarding specific program requirements should be directed to the local HUD CPD Field Office, a directory of which can be found at link below. HUD Exchange

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LEARN ABOUT GRANTS.GOV

http://www.youtube.com/watch?v=8HLFoOoVGQY&feature=youtu.be

KEY POINTS FROM PART ONE

- Register NOW with all federal contractor systems.
  - SAM.gov
  - grants.gov
- You can do this yourself –don't hire outside help.
  - Save in a safe place all AORs or POCs and passwords/questions.
- Watch the videos – call the help lines.
- Test your system for compatibility.
- File before due date of proposal.

Part Two

CRITICAL ELEMENTS OF PROPOSALS

BASIC ELEMENTS OF A PROPOSAL

- Abstract/Executive Summary
- Organizational Summary
  - Mission Statement
  - Past Capability
- Program Narrative
- Work Plan
- Evaluation Methodology
- Budgets & Fiscal Responsibility
- Attachments

ABSTRACT/EXECUTIVE SUMMARY

Summarizes the entire proposal and includes:

- Name of agency, the title of project, the "why us" factor
- A brief – but thorough – project description
- Partnerships involved, target population, goals and objectives, total budget
- An overview of the benefits and features of our solution and the various parts that make up our proposal

ORGANIZATIONAL SUMMARY

- Past Performance
  - Federal government has a standardized form
- Staff Qualifications
  - Leadership, its qualification, how involved in this work
  - Staff experience doing this type of work
  - Education background/Almost CV
- Experience with this community
- Experience managing this type of award

ORGANIZATIONAL SUMMARY

Past Performance

Name of Organization Evaluated	Your Organization Name	**Contract #**	
Name and Address of Organization Providing Reference*		**Date Work Began*** **Date Work Ended**	
Name of Technical* **Point of Contact**		**Contract Price***	
Name of Contract Point of Contact *		**Location of Work***	
Description of Contract Work*	Provide substantive information here. Brag, Brag, Brag!		
Relevance to xxx [this] project*	A place to explain how this work is similar to the work you are doing.		

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PROGRAM NARRATIVE

- Describes how the program will be implemented
  - Defines service delivery and clients
    - How clients will be recruited
    - Order of activities and tasks
  - Links suggested program to evidence-based interventions
  - Identifies who will do the work
  - Covers the duration and frequency of the program
- Clearly demonstrates how activities will yield desired outcomes

PROGRAM NARRATIVE (CONTINUED)

- Identifies partnerships and collaborations
  - Most federal agencies now require partnerships.
  - Demonstrates membership in this community

Note: Information can often be summarized in charts.

PROGRAM NARRATIVE

Keys to evaluate program narrative:

- Clearly describe how the program will be implemented and how the activities will lead to outcomes.
- Closely link to the budget. The program narrative should clearly identify activities covered in the budget.
- Never leave a funder asking further questions: Who will do this? How will people know? When will this take place?

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WORK PLAN

Tasks and Timelines:

- Include all activities described in narrative and identify in which month they will be executed.
- Include evaluation points.
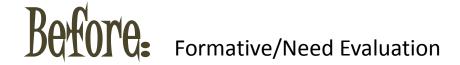- Don't show every activity taking place at once.

WORK PLAN   (CONTINUED)

Tasks	Month											
	1	2	3	4	5	6	7	8	9	10	11	12
Launch Project	X											
Recruit Additional Staff												
Post announcement	X	X				X	X					
Train new recruits		X	X				X	X				
Needs Assessment												
Needs assessment	X	X	X	X					X			
Staff provide services			X	X	X	X	X	X	X	X	X	X
Modify program per needs assessment					X					X	X	X
Quarterly Reports				X			X			X		

EVALUATION

Evaluation is a necessary component of any proposal. Evaluation steps occur before, during and after a project is implemented. Evaluative methodology describes the client's situation and the projected success or benefit provided as part of the intervention.

Before: Formative/Need Evaluation

During: Process Evaluation

After: Outcome/Impact Evaluation

NEED EVALUATION: BEFORE

- Demonstrate need in your community.
- Know community statistics and how they compare with national numbers.
- Identify the need for this program in your community.
- Verify the strength of your intervention in accomplishing the goals/meeting the needs identified in the funding announcement.

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PROCESS EVALUATION: DURING

Who? How Many? What steps?

- What did your program achieve this [month/week]?
- How can we demonstrate this achievement? (i.e., what measures provide this information)

Use information while the work is going on:

– How many outreach contacts are being made each month?

– Do the churches where we teach prevention classes think that it is culturally relevant?

– Are our protocols working, and are they effective?

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OUTCOME/IMPACT EVALUATION: AFTER

At the end of an intervention or program: Did we provide the solution?

- Did youth who attended program classes demonstrate more knowledge after the course?
- Did the program help to increase the number of people who test for HIV?

EVALUATION TIPS

- Clear goals and objectives lead to measureable outcomes.
- If you need help with analysis, seek Technical Assistance.
- Be aware of your audience when you share results.
- You can't evaluate what you can't (or don't) measure.
- Evaluation needs to work with your program not against it.

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BUDGETS

- Detail all costs associated with your project.
- Link costs to program activities.
- Make sure total amounts do not exceed maximums:
  - Double check your math
  - Have someone else review
- Have a budget narrative – explain how you came to each number.

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FEDERAL BUDGET INFORMATION

- Staff Labor/Personnel
- Fringe
  - Benefits
  - Paid leave
  - Payroll taxes
- Consultants/Contracted
- Travel
  - Estimate trips

- Rent
- Equipment
- Supplies
- Other Direct Costs
  - Printing/Copying
  - Internet
  - Postage
- Indirect Rate / G&A

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ATTACHMENTS

- Include any and all requests that the funder has stipulated for any additional information related to your application.
- May include organization information:
  - IRS 501(c)3 letter
  - Staff policies
- MOUs with partners

KEY POINTS FROM PART TWO

- Clearly present what you want to do.
- Chart when you can – show how you meet the criteria specifically.
- Include an evaluation methodology.
- Partner when you can/show leverage.
- Present a fair and accurate budget.
- SAVE ! SAVE! SAVE!
- READ! READ! READ!

Part Three

KEY STRATEGIES

EFFECTIVELY RESPONDING TO FEDERAL AWARDS

- Read all instructions CAREFULLY.
  - Every guideline is an absolute, not a suggestion.
  - Provide only what is requested.
  - Put everything in the right section.
- It will be repetitive.
- Partner when possible.

FEDERAL SECTIONS

Key Sections
- Scope of Work
- Instructions
- Proposal Evaluation/Review Criteria

SCOPE OF WORK

- Describes why the federal government sees a need for this program
- Contains vital information about what needs to be accomplished – and what doesn't
- Provides an outline – perhaps for your Project Narrative
- Mimic the language of the federal announcement, but don't copy it.

INSTRUCTIONS

Follow all instructions:

- Eligibility
- Formatting/Layout:
  - Page length
  - Minimum font size allowed
  - Line spacing and margins.
- Proposal order (may be in "Evaluation Factors")
  - Items to be included "Narrative vs. Attachments"
- Required forms

Follow all instructions.

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PROPOSAL EVALUATION/REVIEW CRITERIA

- Clearly demonstrates weight of each section and often the break down of each section

- Shape your proposal to the evaluation criteria.

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WHY PARTNER?

- Demonstrates a community response to the problem
- Provides a wide array and a depth of services that is unusual in any one agency
- Allows nascent agencies to experience federal funding

PARTNERING

- Assemble a winning team
- Determine and clarify the roles, responsibilities and expectations
- Establish a financial partnership strategy
- Review the proposal

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KEY POINTS FROM PART THREE

- Make a checklist of requirements.
  - Have someone else check your proposal against the checklist
  - Believe the restrictions
- Shape your response to the information requested.
- Make certain you are eligible to apply.
- Identify yourself on every page.
- Partner when it provides the best solution.

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WEBINAR SUMMARY

Any Questions?

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Contact us:

- mloosli@minorityhealth.hhs.gov
- mkorto@minorityhealth.hhs.gov
- info@minorityhealth.hhs.gov
- 1-800-444-6472

- Sign up for the FYI: Weekly Health Resources from OMHRC at www.minorityhealth.hhs.gov.